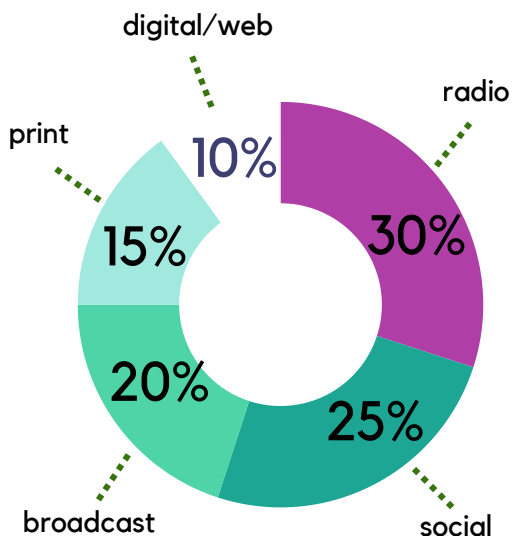


# MWF2026 by the numbers

## advertising paid/earned



## attendance

2,500  
2017 inaugural festival

4,000  
pre-COVID attendance

3,000  
2026 projections

## 2024 festival

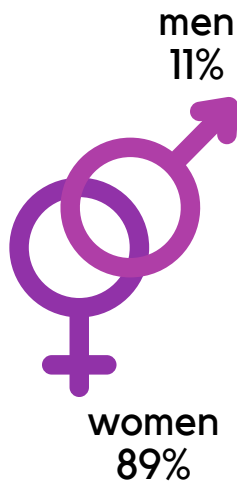
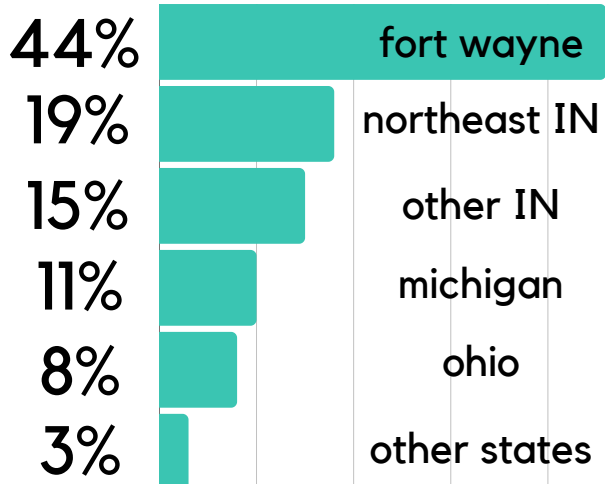
23  
wineries



7  
food trucks



23  
vendors



michiana wine festival 2026  
april 25 | headwaters park  
fort wayne | indiana

## location

Held at Fort Wayne's premier downtown festival venue, Headwaters Park, the Michiana Wine Festival puts the spotlight on local wine, local food, local music and local crafts.

## reach wine lovers

The one-day festival draws wine lovers from the primary target areas of Northeast Indiana, Northwestern Ohio and Southeast Michigan. 2018 year attendance topped 3,000 attendees and similar is expected for #MWF2026.

## more than just wine

The annual festival includes 8+ food trucks; live, local music; and a vendor market with unique area vendors. A 5K kicks off #MWF weekend and has sold out each year.

## room to grow

With 21 wineries from across Indiana in 2020 (before COVID), we look to expand with 25 wineries in the future!

## benefits of your sponsorship

### very vip experience (\$3,000)

Greet 300 VERY VIPs with your logo on VVIP badges and in several VVIP locations

### wine glasses (\$2,500)

Place your company's logo on wine glasses in the hands of the first 4,000 festival-goers at #MWF2026

### wine check-out (\$2,000)

Be sure your logo is the last one attendees see when they leave #MWF2026 with signage on the wine pick-up tent at the festival exit

### festival stage (\$1,500)

Show your support of #MWF2026 music with your logo on the event stage behind local favorite musicians

### 5K T-shirts (\$1,000)

Get your logo on 200+ 5K t-shirts, with runners parading through downtown Fort Wayne

### designated driver (\$1,000)

Help keep all #MWF2026 attendees safe by sponsoring the DD tent -- free drinks for all our DDs



	Tickets
Premium logo placement	
Logo on tickets/signage	
Mentions on social	
Mentions on stage	
Vendor space	

vvip	glasses	checkout	stage	dd
\$3,000	\$2,500	\$2,000	\$1,500	\$1000
6 vvip	10 vip	8 vip	6 vip	4 GA
vvip	glasses	checkout	stage	dd tent
✓	✓	✓	✓	✓
✓	✓	✓	✓	✓
✓	✓	✓	✓	✓
✓	✓	✓	✓	✓